

**MARICOPA COUNTY, ARIZONA
REGIONAL TRANSPORTATION SURVEY**

December 2002

Prepared For:

Transportation Policy Committee
Maricopa Association of Governments
HDR Engineering

Prepared By:

Behavior Research Center, Inc.
1101 North First Street
Phoenix, Arizona 85004
(602) 258-4554

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
OVERVIEW	2
SUMMARY OF THE FINDINGS	17
EVALUATION OF AREA PROBLEMS	17
SATISFACTION WITH TRANSPORTATION SYSTEM	18
TRANSPORTATION SPENDING PRIORITIES	21
AVAILABILITY OF FUTURE TRANSPORTATION FUNDS	29
SUPPORT FOR ALTERNATING FUNDING OPTIONS	30
AWARENESS OF PROPOSITION 300'S EXPIRATION	32
TEST VOTE ON TAX EXTENSION	34
REACTION TO "RETURN TO SENDER" CONCEPT	38
REACTION TO SUPPORT ARGUMENT	41
REACTION TO CONCEPT STATEMENT	46
APPENDIX	
METHODOLOGY	49
SURVEY QUESTIONNAIRE	51

LIST OF TABLES

TABLE 1:	MOST IMPORTANT PROBLEMS FACING MARICOPA COUNTY	17
TABLE 2:	SATISFACTION WITH TRANSPORTATION SYSTEM	18
TABLE 3:	SATISFACTION WITH TRANSPORTATION SYSTEM – DETAIL	19
TABLE 4:	MOST IMPORTANT TRANSPORTATION IMPROVEMENTS	20
TABLE 5:	OVERALL TRANSPORTATION SPENDING PRIORITIES	21
TABLE 6:	OVERALL TRANSPORTATION SPENDING PRIORITIES – DETAIL	22

(CONTINUED)

(CONT.) LIST OF TABLES

	<u>Page</u>
TABLE 7: SPECIFIC TRANSPORTATION SPENDING PRIORITIES	23
TABLE 8: SPECIFIC TRANSPORTATION SPENDING PRIORITIES BY REGION	26
TABLE 9: ALLOCATION OF TRANSPORTATION TAX MONEY	28
TABLE 10: AVAILABILITY OF FUTURE TRANSPORTATION FUNDS	29
TABLE 11: SUPPORT FOR ALTERNATIVE FUNDING OPTIONS	30
TABLE 12: AWARENESS OF PROPOSITION 300's EXPIRATION	32
TABLE 13: IMPACT OF PROPOSITION 300	33
TABLE 14: TEST VOTE ON EXTENSION	34
TABLE 15: TEST VOTE ON EXTENSION – DETAIL	36
TABLE 16: REASONS FOR OPPOSING TAX EXTENSION	37
TABLE 17: RETURN TO SENDER	38
TABLE 18: RETURN TO SENDER – DETAIL	40
TABLE 19: REACTION TO SUPPORT ARGUMENTS	42
TABLE 20: REACTION TO SUPPORT ARGUMENTS BY REGION	45
TABLE 21: REACTION TO CONCEPT STATEMENTS	47
TABLE 22: REACTION TO CONCEPT STATEMENTS BY REGION	48

INTRODUCTION

This study was commissioned by HDR Engineering on behalf of the Maricopa Association of Governments Transportation Policy Committee. The primary purpose of this effort was to determine the attitudes and opinions of residents regarding extending Maricopa County's one-half cent transportation sales tax which expires in 2005.

The information contained in this report is based on 1,009 in-depth telephone interviews conducted with Maricopa County voters. All of the interviewing on this study was conducted by professional interviewers of the Behavior Research Center (BRC) between December 3 and 15, 2002, at the Center's central location Computer Aided Telephone Interviewing (CATI) facility in Phoenix. For a detailed description of the procedure followed during the course of this project, please refer to the *Methodology* section of this report.

The information generated from this study is presented in three sections. The first section, *Overview*, offers the primary findings of the study in a brief summary format. The second section, *Summary of the Findings*, reviews each study question in detail. The final section, *Appendix*, details the study methodology and contains a copy of the survey questionnaire.

The Behavior Research Center has presented all of the data germane to the basic research objectives of this project. However, if HDR or the TPC requires additional data retrieval or interpretation, we stand ready to provide such input.

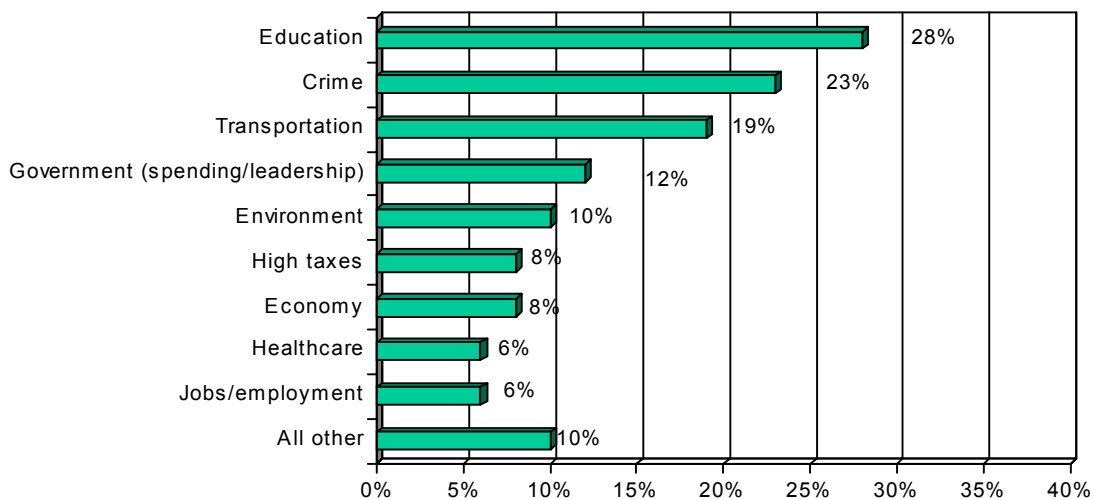
BEHAVIOR RESEARCH CENTER

OVERVIEW

EVALUATION OF AREA PROBLEMS (TABLE 1)

Maricopa County voters place transportation-related issues third (19%), behind education (28%) and crime (23%), as the most important problems facing their area today. This reading for transportation is virtually unchanged since a similar study in 1999 (18%).

MOST IMPORTANT PROBLEM FACING YOUR AREA OF COUNTY TODAY



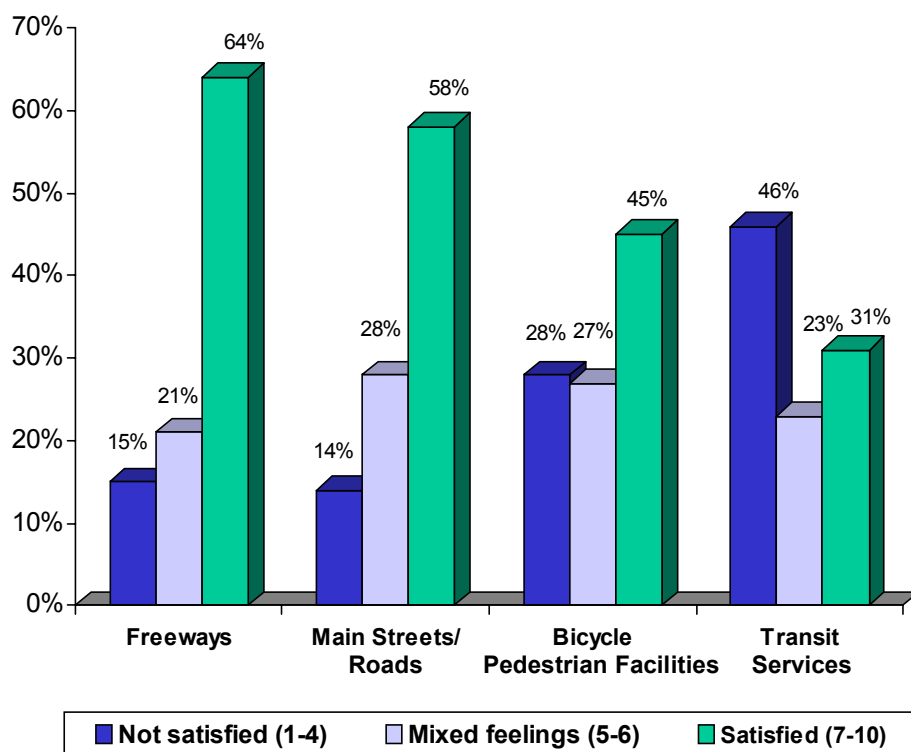
C-1

SATISFACTION WITH TRANSPORTATION SYSTEM (TABLES 2-4)

A majority of voters offer positive ratings (7 to 10 on a 10-point scale) on two of four transportation system components evaluated: freeways (64%) and main streets and roads (58%). In contrast, less than a majority of voters offer positive ratings on either bicycle/pedestrian facilities (45%) or transit service (31%), with transit service generating a negative rating from nearly one-half of voters (46% 1-4).

When voters are asked to indicate the most important things that could be done to improve the transportation system in their area, public transit improvements, with a reading of 48 percent, far outpace any of the other suggested improvements: freeways (14%); streets/roads (10%), and; traffic control (8%). Response to this inquiry is very consistent across regions of the Valley.

SATISFACTION WITH TRANSPORTATION SYSTEM COMPONENTS IN YOUR AREA



(1-10 Scale, 10 High)

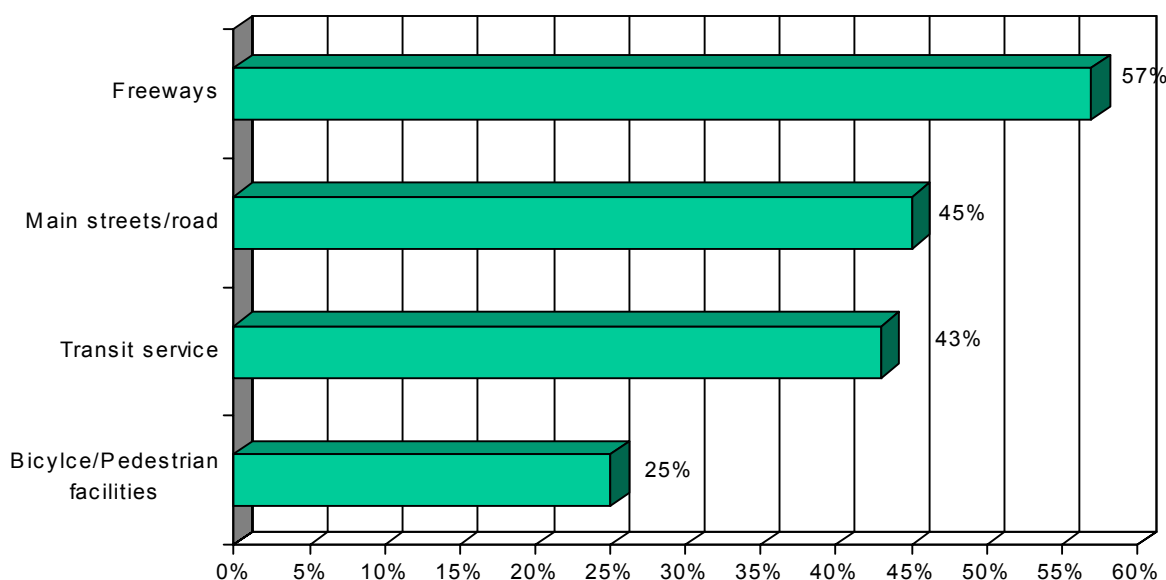
C-2

TRANSPORTATION SPENDING PRIORITIES

When voters are asked to indicate how much spending priority they feel each of the county's four major transportation system components should receive, they place the highest priority on freeways (57% very high, high), followed by main streets and roads (45%) and transit service (43%). Receiving the lowest priority among voters are bicycle and pedestrian facilities with a reading of 25 percent.

OVERALL TRANSPORTATION SPENDING PRIORITIES

% Very High/High



C-3

After voters had indicated the spending priorities on the county's four major transportation system components, they were asked to do the same regarding 24 specific transportation improvements. This line of inquiry reveals that four of the 24 improvements tested receive very high or high spending priority readings from 60 percent of voters or more:

- Timing traffic lights to improve traffic flow (79%)
- Improving safety on streets and freeways (72%)
- Improving dial-a-ride transit service for the elderly and those with special needs (65%)
- Adding more left turn arrows on main streets and roads (62%)

A second tier of five improvements tested receive very high or high spending priority readings from a majority of voters or more:

- Adding more bus pull-outs on major streets (57%)
- Expanding bus service to more areas of the Valley (55%)
- Completing the high occupancy vehicle lanes on freeways (54%)
- Increasing the capacity on congested major streets by adding more lanes (52%)
- Expanding the frequency of bus service (52%)

A third tier of ten improvements tested receive very high or high readings from between 40 and 49 percent of voters:

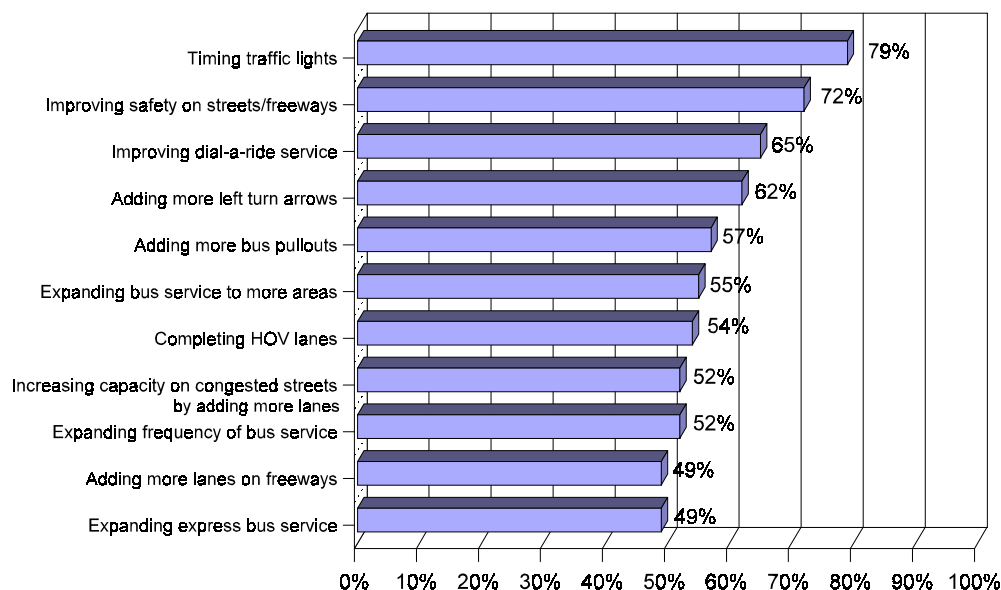
- Adding more lanes on freeways (49%)
- Expanding express bus service (49%)
- Building more freeways in the outlying areas of the Valley (47%)
- Improving maintenance on freeways (47%)
- Expanding light rail service in the Valley (46%)
- Improving safety on buses and at transit stops (45%)
- Expanding the hours that buses operate (45%)
- Improving the pavement conditions on main streets and roads (45%)
- Reducing noise pollution along freeways (43%)
- Expanding car pool and van pool services (43%)

The remaining five improvements tested receive very high or high readings from less than four out of ten voters. Also note that three of these improvements receive low or very low readings from roughly one-third of voters or more:

- Building more freeways in your area (36% high/35% low)
- Building more park and ride lots for transit riders (35% high/19% low)
- Improving pedestrian facilities along streets (34% high/18% low)
- Adding bike lanes and paths (29% high/29% low)
- Improving landscaping on major streets (14% high/46% low)

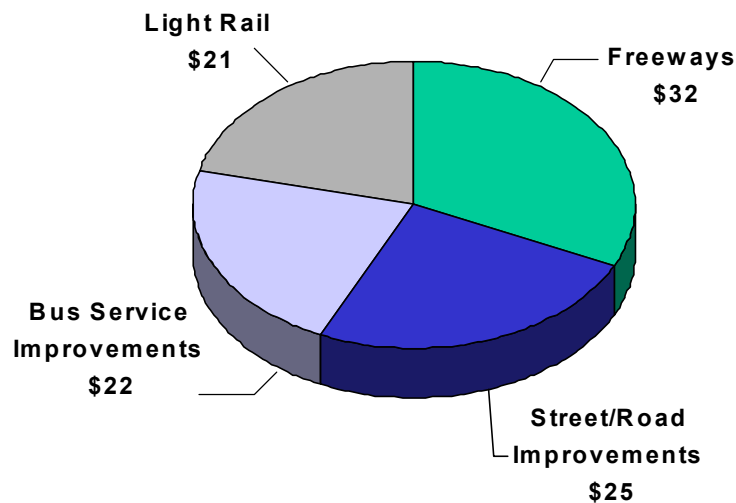
TOP TEN SPECIFIC TRANSPORTATION SPENDING PRIORITIES

% Very High/High



In a related question, voters were asked to indicate how they would distribute \$100 in tax dollars between four primary transportation improvements – freeways, bus service, light rail transit and street and road improvements. This line of inquiry reveals that voters are balanced in their distribution with \$32 going to freeways, \$25 street and road improvements, \$22 to bus improvements, and \$21 to light rail transit. This relative distribution is quite consistent across each region of the Valley.

VOTER PRIORITY FOR TRANSPORTATION SPENDING (How Voters Would Distribute \$100)

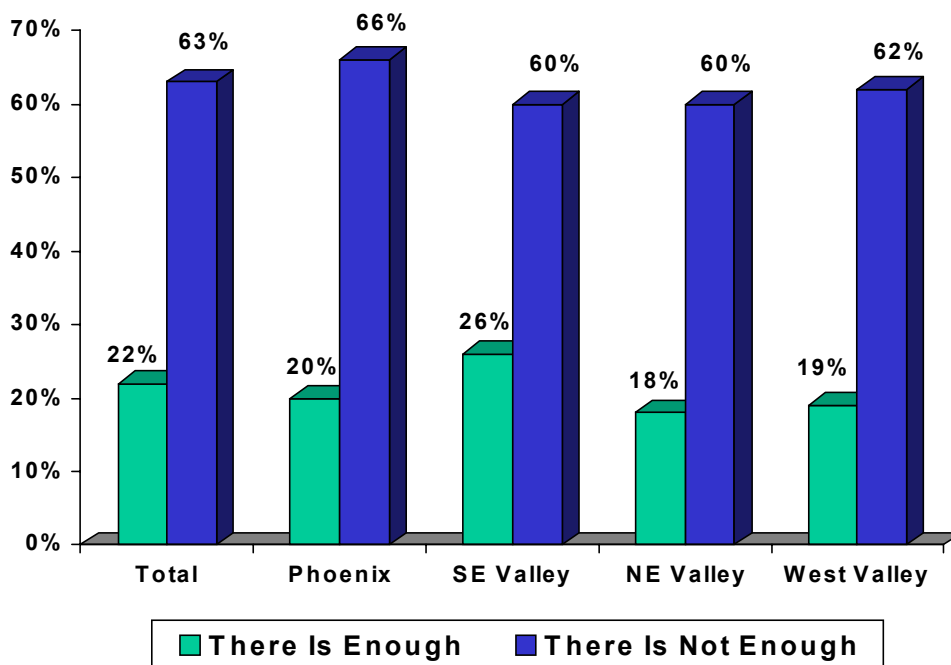


C-5

AVAILABILITY OF FUTURE TRANSPORTATION FUNDS (TABLE 10)

By nearly a three-to-one margin (63% vs. 22%), Valley voters believe there is not enough funding available to cover needed Maricopa County transportation improvements over the next 20 years. More specifically, 37 percent of voters believe there is probably not enough funding, while 26 percent believe there is definitely not enough. This attitude is consistent across each region of the Valley.

PERCEPTION OF AVAILABILITY OF TRANSPORTATION FUNDS FOR THE FUTURE

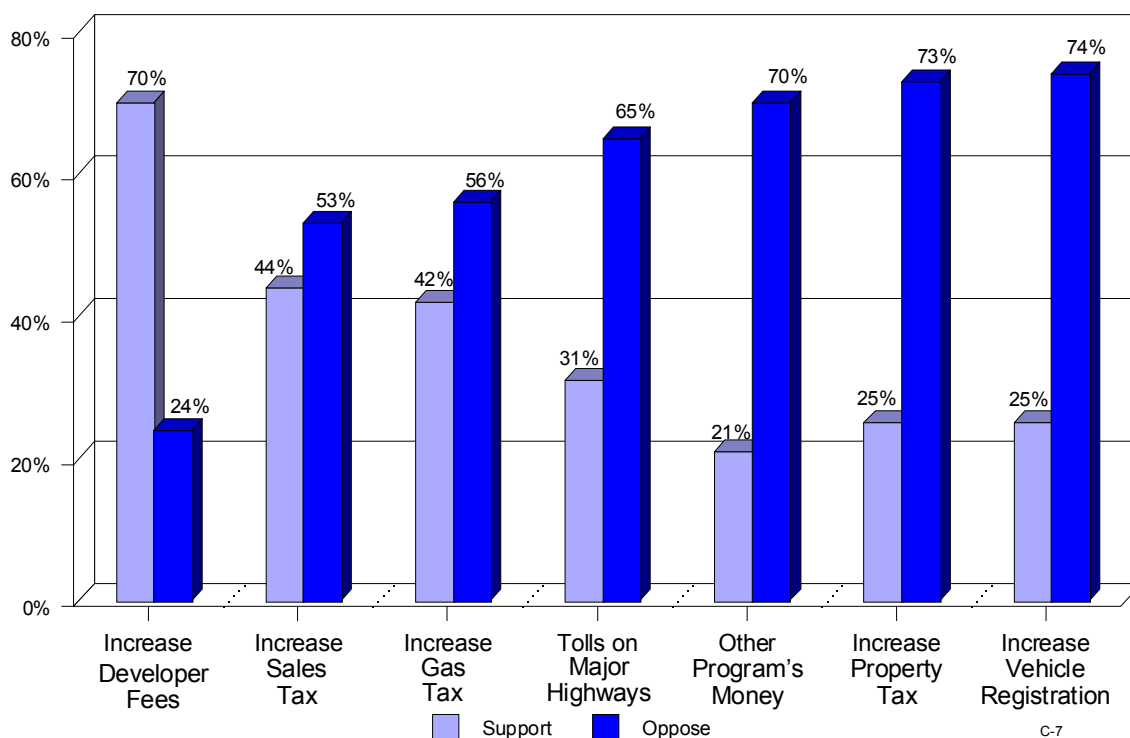


C-6

SUPPORT FOR ALTERNATING FUNDING OPTIONS (TABLE 11)

When voters are asked if they would support each of seven financing options to raise new transportation funds, their answer, in nearly all cases, is a resounding "no." Thus, we find that a majority of voters indicate they would reject options ranging from increasing vehicle registration fees (74% oppose) to increasing the sales tax (53% oppose). Only one of the options tested, increasing developer fees, receives majority support from voters (70%). The readings are relatively consistent across regions of the Valley.

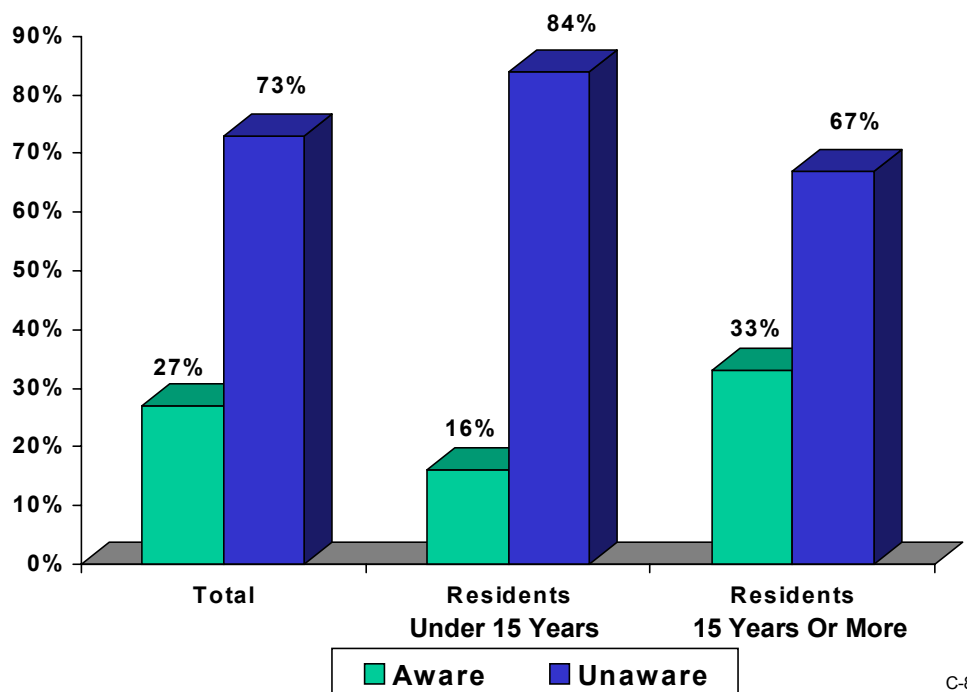
SUPPORT / OPPOSITION OF SELECTED FUNDING OPTIONS



AWARENESS OF PROPOSITION 300'S EXPIRATION (TABLES 12-13)

Nearly three out of four voters (73%) are unaware that the 20-year, one-half cent sales tax passed under Proposition 300 in 1985 is set to expire in 2005. This level of unawareness is found within all regions of the Valley and reaches 84 percent among voters who have lived in the county under 15 years.

AWARE THAT PROP. 300 (1985) FUNDING SET TO EXPIRE

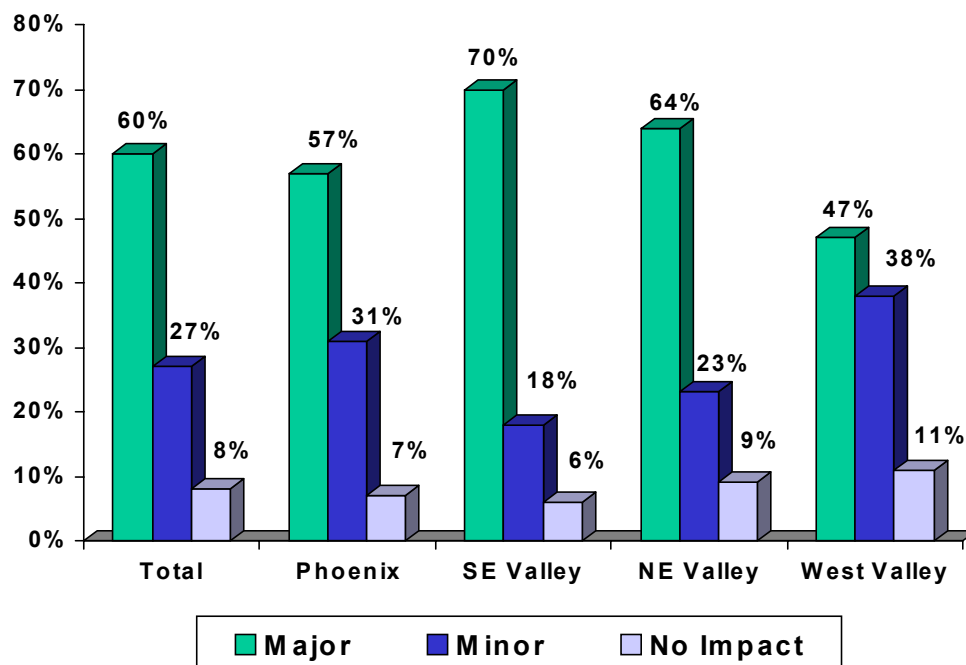


C-8

Sixty percent of voters who are aware that the transportation sales tax is set to expire in 2005 believe the funds from the tax had a major positive impact on improving the Valley's transportation system, while 27 percent believe they had a minor impact. In comparison, only eight percent of voters believe the funds had no impact on improving the region's transportation system. Voters in the southeast Valley feel the funds have had the most positive impact (70% major) while those in the west Valley feel the funds have had the least positive impact (47% major).

PERCEIVED IMPACT OF EXISTING TAX (PROP 300) ON IMPROVING TRANSPORTATION SYSTEM

(Among Those Aware)

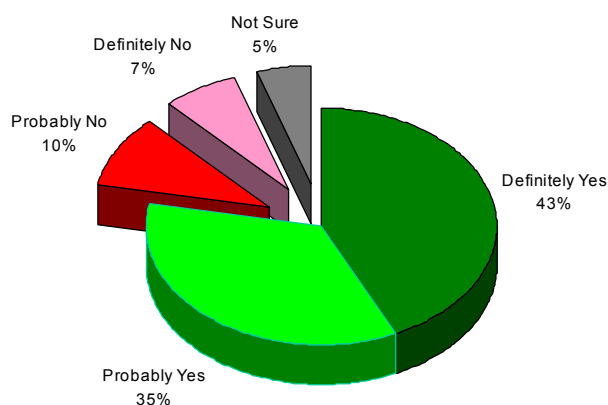


C-9

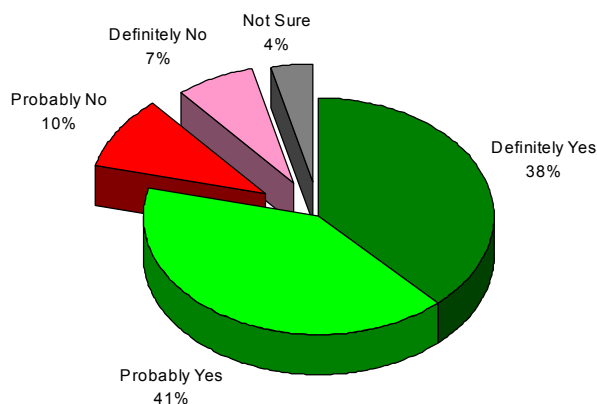
TEST VOTE ON TAX EXTENSION (TABLES 14-16)

Voters were asked if they would support or oppose extending the current one-half cent transportation sales tax with one-half of the sample asked about a 20-year extension and one-half a 25-year extension. Here we find that better than three out of four voters support either a 20-year (78%) or a 25-year (79%) extension with 17 percent of voters opposing either option. While overall support for either option is nearly identical, strong support (definite yes) for the 20-year option is somewhat higher than for the 25-year option (43% vs. 38%). The data also reveals that support for each option does not drop below 70 percent within any region of the Valley or among any key demographic subgroups.

TEST VOTE ON ONE-HALF CENT EXTENSION



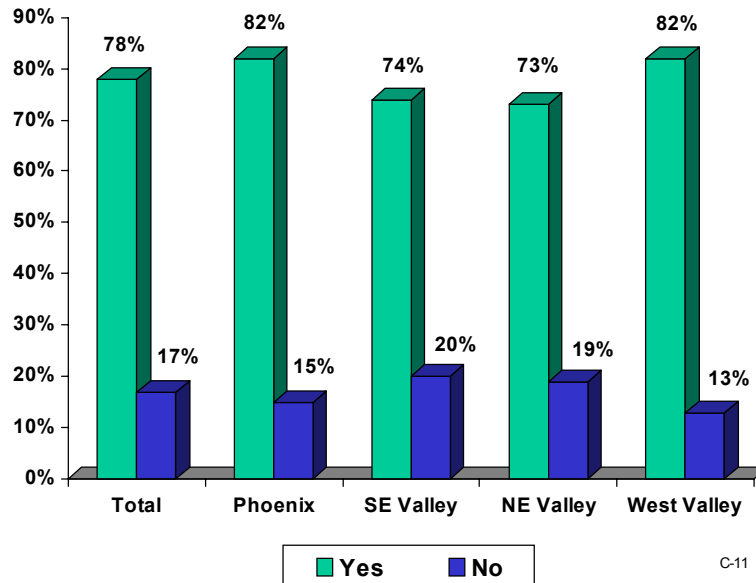
20-Years
78% Yes
17% No



25-Years
79% Yes
17% No

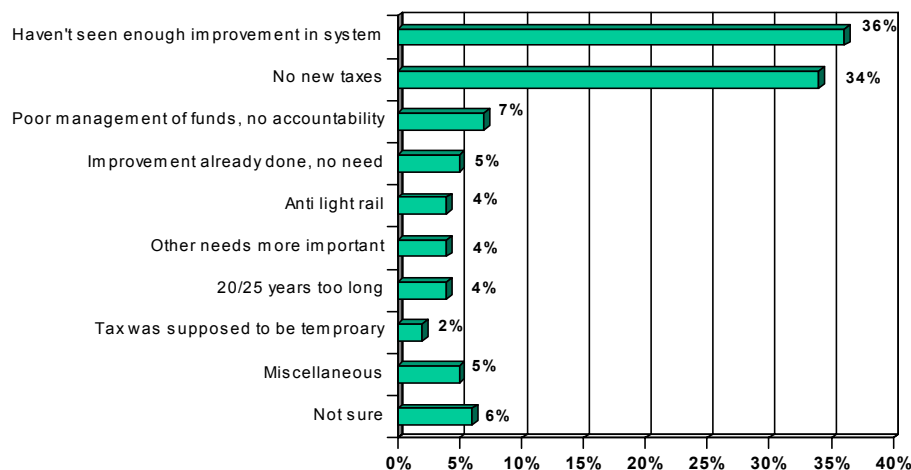
C-10

SUPPORT UNIFORM ACROSS VALLEY (ONE-HALF CENT, 20-YEARS)



The primary reasons voters give for opposing the tax extension are beliefs that the current tax has not been effective (36%), or that they oppose any new taxes (34%).

REASONS FOR OPPOSING TAX EXTENSION

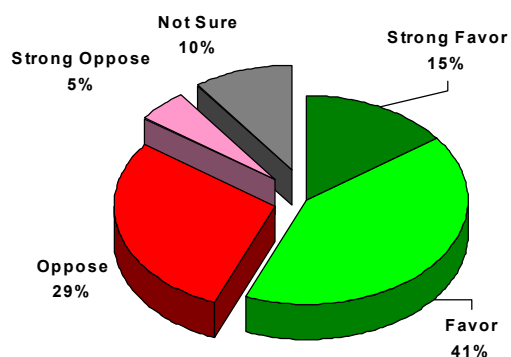


C-12

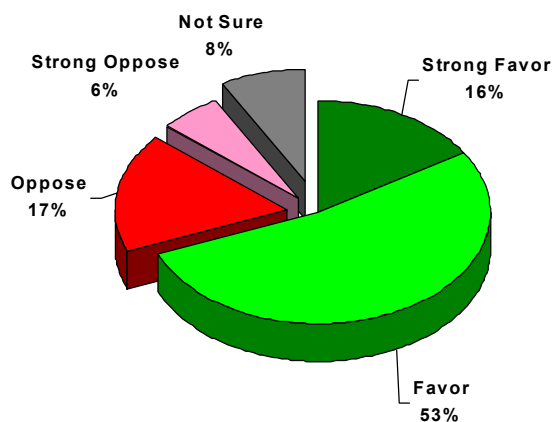
REACTION TO "RETURN TO SENDER" CONCEPT (TABLES 17-18)

After voters had indicated their support or opposition to an extension of the transportation tax, they were probed on their reaction to the return-to-sender concept whereby a portion of any funds raised would be allocated directly to participating cities based on population. To facilitate this line of inquiry, one-half of the sample was asked if they favored or opposed using one-half of the funds for regional priorities and one-half for local priorities, while the other one-half of the sample was asked if they favored or opposed using all of the funds for regional priorities. This line of questioning reveals that the 50%/50% regional/local distribution option receives greater support from voters than the 100 percent regional distribution option – 46 percent net favor versus 22 percent net favor.

SUPPORT FOR SPENDING FORMULA OF: 100% TO REGIONAL NEEDS

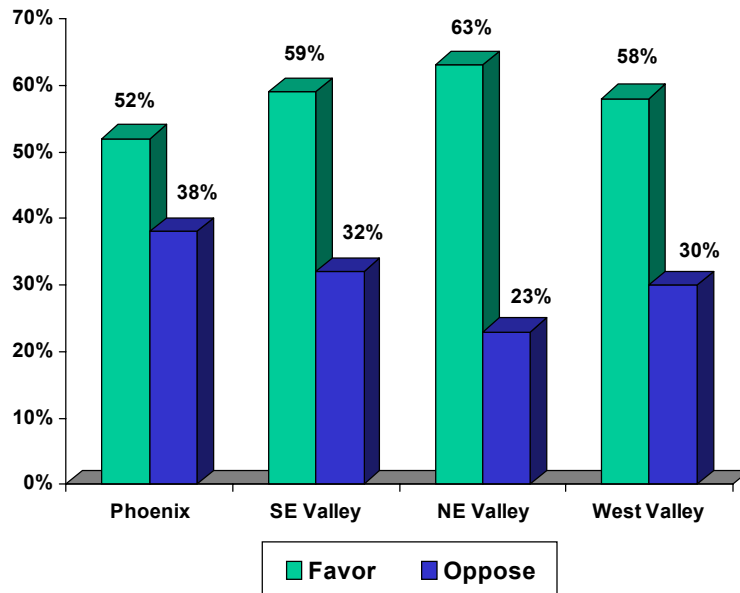


SUPPORT FOR SPENDING FORMULA OF: 50% REGIONAL / 50% LOCAL NEEDS



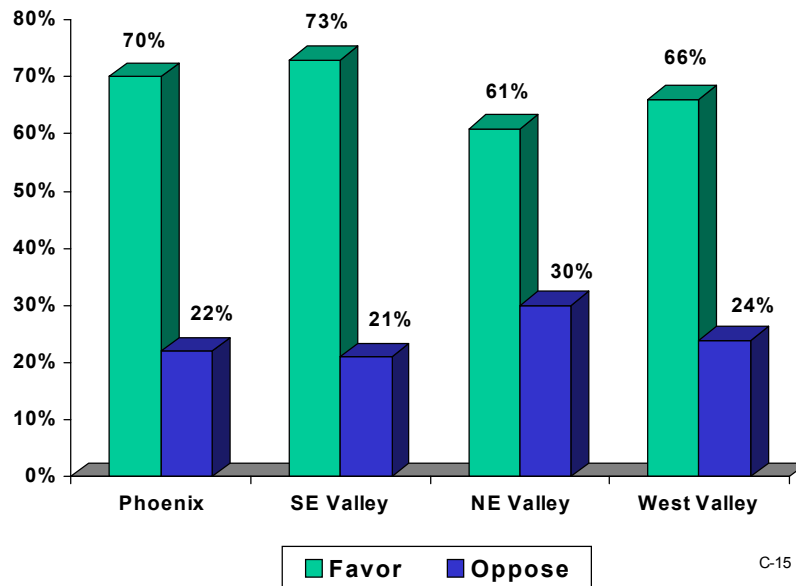
C-13

100% REGIONAL



C-14

50% REGIONAL / 50% LOCAL



C-15

REACTION TO SUPPORT ARGUMENT (TABLES 19-20)

Voters were asked to indicate if they would be more likely to vote for, or more likely to vote against, the transportation sales tax extension given a variety of factual information. This line of inquiry reveals that while each of the 14 arguments tested attracts increased support for the tax extension, five of the arguments generate **net more** support (% more likely for minus % more likely against) readings from approximately six out of ten voters or more:

- The Arizona Auditor General would audit the funds spent on transportation to make sure they were being used for what was intended (70% net more).
- Improving the transportation system will improve the response time of emergency vehicles such as ambulances, paramedics and fire trucks (66%).
- There would be no increase in the existing sales tax rate (64%).
- Funds would be dedicated to both major highways and freeways and to improving city streets (62%).
- There will be a citizen oversight committee to monitor use of the funds (59%).

A second tier of five arguments generates net more readings from a majority of voters:

- The tax is simply a continuation of a tax that already exists (56%).
- The tax is simply an extension of a tax that already exists (54%).
- Travel on Valley roads and freeways is projected to double in 30 years (53%).
- The plan for area transportation improvements is being developed by a 25-member committee comprised of representatives from all segments of the community and will only be developed after a great deal of public input (53%).
- Maricopa County will experience a shortfall in transportation revenues of \$9 billion over the next 20 years if the tax is not extended (51%).

Each of the remaining four arguments tested receive net more ratings from less than a majority of voters and "against" readings from over one out of five voters.

REACTION TO CONCEPT STATEMENT (TABLES 21-22)

Voters were asked to respond to a series of concept statements focusing on the Valley's transportation system. This line of questioning uncovered six underlying attitudes which better than seven out of ten voters hold:

- The ballot for the sales tax extension should spell out what voters will receive if they vote for the extension (88% agree).
- Congestion on Valley streets and freeways will only get worse if additional money is not spent (87%).
- Improving the Valley's transportation system is good for the economy (82%).
- Air pollution in the Valley will get worse without additional spending on transportation (78%).
- The Valley's streets and freeways will be less safe in the future without additional spending on transportation (76%).
- Extending the 1985 sales tax does not result in a new tax (70%).

Each of the remaining seven concept statements tested are agreed on by a majority of voters; however, unlike the six aforementioned concepts, each also generates disagreement from at least one-third of voters. All but one of these concepts asks voters to prioritize one transportation system improvement over another (i.e. transit vs. freeways, buses vs. light rail, streets vs. freeways, etc). This pattern of response tends to portray a voting public which sees a multi-modal approach as the correct approach for improving the Valley's transportation system.

SUMMARY OF THE FINDINGS

EVALUATION OF AREA PROBLEMS

When Maricopa County voters are asked to indicate the most important problems facing their area today, transportation-related issues place third (19%), behind education (28%) and crime (23%). This reading for transportation is virtually unchanged since 1999 (18%). Table 1 also reveals that transportation receives a slightly lower reading in the West Valley (16%) than other part of the Valley.

**TABLE 1: MOST IMPORTANT PROBLEMS
FACING MARICOPA COUNTY**

"To begin, what do you feel are the most important problems or issues facing your area of Maricopa County today? That is, the ones that affect you and your family the most."

	TOTAL	REGION ¹				1999 ²
		Phoenix	SE Valley	NE Valley	West Valley	
Education	28%	28%	30%	28%	24%	11%
Crime	23	27	21	20	20	42
TRANSPORTATION (NET)	19	20	20	22	16	18
Traffic congestion	11	12	10	19	10	10
Public transportation	4	6	5	2	2	2
Street repairs	1	2	1	1	1	2
More freeways	1	1	2	1	2	1
Miscellaneous	2	1	3	2	4	3
Government – state budget, spending, poor leadership	12	10	16	9	10	1
Environment/pollution	10	9	10	11	9	7
Growth	9	9	7	6	10	9
High taxes	8	7	9	9	9	1
Economy	8	6	7	12	11	1
Healthcare	6	6	6	9	8	5
Jobs/employment	6	8	7	3	3	4
Social services	3	2	3	3	3	4
Miscellaneous	7	7	6	3	6	3
None	5	5	5	6	6	8
Not sure	8	8	6	9	8	8

*Indicates % less than .5

¹Phoenix = City of Phoenix; SE Valley = Mesa, Tempe, Chandler, etc.; NE Valley = Scottsdale, PV, Fountain Hills, etc.; West Valley = all communities west of the City of Phoenix

²Source: Arizona Transportation Quality Initiative Survey (12/99). Conducted for Arizona Department of Transportation by Behavior Research Center.

~~~~~

## SATISFACTION WITH TRANSPORTATION SYSTEM

Voters were next asked to focus specifically on transportation issues by evaluating four components of the transportation system in their areas of Maricopa County. As Table 2 reveals, a majority of voters offer positive ratings (7 to 10 on a 10-point scale) on two of the four components evaluated: freeways (64%) and main streets and roads (58%). In contrast, less than a majority of voters offer positive ratings on either bicycle/pedestrian facilities (45%) or transit service (31%), with transit service generating a negative rating from nearly one-half of voters (46% 1-4).

The current positive ratings represent improvements since 1999 for freeways (64% vs. 53%) and transit (31% vs. 25%) and no change for street and roads (58% vs. 56%).

TABLE 2: SATISFACTION WITH TRANSPORTATION SYSTEM

"Now, I'd like to talk to you about how satisfied you are with the transportation system in your area of Maricopa County. Using a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, how satisfied are you with each of the following main components of the transportation system in your area. To start, how satisfied are you with. . .?"

|                                                       | 1 to 4 | 5 to 6 | 7 to 10 | 7 to 10<br>1999 |
|-------------------------------------------------------|--------|--------|---------|-----------------|
| The freeways in your area                             | 15%    | 21%    | 64%     | 53%             |
| The main streets and roads in<br>your area            | 14     | 28     | 58      | 56              |
| The bicycle and pedestrian<br>facilities in your area | 28     | 27     | 45      | NA              |
| The transit service in your area                      | 46     | 23     | 31      | 25              |
| ~~~~~                                                 |        |        |         |                 |

When the ratings are analyzed by region, the following patterns are revealed:

- Freeways – the ratings are consistent across regions
- Main Streets/Roads – west Valley voters offer the lowest ratings
- Bicycle/Pedestrian Facilities – Phoenix and west Valley voters offer the lowest ratings
- Transit Service – Phoenix residents offer the highest ratings

TABLE 3: SATISFACTION WITH TRANSPORTATION SYSTEM – DETAIL

% POSITIVE (7 To 10)

|                                                    | REGION |         |           |           |             |
|----------------------------------------------------|--------|---------|-----------|-----------|-------------|
|                                                    | TOTAL  | Phoenix | SE Valley | NE Valley | West Valley |
| The freeways in your area                          | 64%    | 66%     | 61%       | 64%       | 63%         |
| The main streets and roads in your area            | 58     | 61      | 58        | 61        | 48          |
| The bicycle and pedestrian facilities in your area | 45     | 42      | 50        | 50        | 40          |
| The transit service in your area                   | 31     | 38      | 26        | 24        | 25          |
| ~~~~~                                              |        |         |           |           |             |

Continuing with this line of questioning, voters were next asked to indicate the most important things that could be done to improve the transportation system in their area. Public transit improvements, with a reading of 48 percent, far outpace any of the other suggested improvements: freeways (14%); streets/roads (10%), and; traffic control (8%). Response to this inquiry is very consistent across regions of the Valley.

**TABLE 4: MOST IMPORTANT TRANSPORTATION/IMPROVEMENTS**

"Next, what do you feel is the most important thing that could be done to improve the transportation system in your area of Maricopa County?"

|                                     | REGION     |            |            |            |             |
|-------------------------------------|------------|------------|------------|------------|-------------|
|                                     | TOTAL      | Phoenix    | SE Valley  | NE Valley  | West Valley |
| <b><u>PUBLIC TRANSIT (NET)</u></b>  | <b>48%</b> | <b>48%</b> | <b>49%</b> | <b>45%</b> | <b>45%</b>  |
| Improve/need more                   | 18         | 17         | 17         | 20         | 19          |
| Light rail                          | 17         | 17         | 20         | 18         | 12          |
| Expand bus coverage                 | 7          | 8          | 5          | 4          | 9           |
| More frequent bus service           | 5          | 6          | 6          | 3          | 3           |
| More stops, closer                  | 2          | 4          | 2          | 0          | 1           |
| Longer hours of service             | 2          | 2          | 2          | 1          | 3           |
| Miscellaneous                       | 5          | 4          | 7          | 4          | 4           |
| <b><u>FREEWAYS (NET)</u></b>        | <b>14</b>  | <b>13</b>  | <b>18</b>  | <b>14</b>  | <b>11</b>   |
| Wider/enlarge                       | 4          | 4          | 6          | 5          | 3           |
| Finish planned construction         | 4          | 4          | 7          | 3          | 2           |
| Build more                          | 3          | 3          | 3          | 3          | 4           |
| Miscellaneous                       | 3          | 2          | 4          | 3          | 1           |
| <b><u>STREETS/ROADS (NET)</u></b>   | <b>10</b>  | <b>10</b>  | <b>9</b>   | <b>8</b>   | <b>13</b>   |
| Widen, add lanes                    | 3          | 3          | 3          | 4          | 5           |
| Do repairs at night                 | 3          | 4          | 3          | 3          | 2           |
| Repair roads                        | 2          | 2          | 1          | 1          | 3           |
| Build more                          | 1          | 1          | 1          | 1          | 3           |
| Miscellaneous                       | *          | *          | 0          | 0          | *           |
| <b><u>TRAFFIC CONTROL (NET)</u></b> | <b>8</b>   | <b>11</b>  | <b>6</b>   | <b>11</b>  | <b>7</b>    |
| Better traffic control              | 2          | 2          | 2          | 5          | 2           |
| Synchronize light                   | 2          | 2          | 2          | 3          | 3           |
| More traffic lights                 | 1          | 2          | 1          | 2          | *           |
| Left turn lanes                     | 1          | 2          | 1          | 1          | 1           |
| Miscellaneous                       | 2          | 4          | 2          | 3          | 1           |
| Better law enforcement              | 4          | 5          | 4          | 3          | 2           |
| More car pooling                    | 2          | 2          | 1          | 3          | 2           |
| Control growth                      | 2          | 3          | 1          | 1          | 3           |
| Better planning                     | 2          | 2          | 1          | 1          | 3           |
| Increase funding                    | 1          | 1          | 3          | 0          | *           |
| Miscellaneous                       | 4          | 4          | 4          | 4          | 4           |
| Nothing – fine as is                | 4          | 4          | 4          | 10         | 3           |
| Not sure                            | 10         | 9          | 8          | 9          | 15          |

\*Indicates % less than .5

~~~~~

TRANSPORTATION SPENDING PRIORITIES

Voters were next asked a series of questions to determine how much spending priority they felt should be received by each of the county's four major transportation system components and by 24 specific transportation improvements.

Looking first at the four major system components, we find that voters place the highest priority on freeways (57% very high, high), followed by main streets and roads (45%) and transit service (43%). Receiving the lowest priority among voters are bicycle and pedestrian facilities with a reading of 25 percent.

TABLE 5: OVERALL TRANSPORTATION
SPENDING PRIORITIES

"Next, given the fact that the amount of money available for transportation improvements is limited, how much spending priority do you feel each of the following components of the transportation system in your area should receive -- very high priority, high priority, moderate priority, low priority or very low priority?"

	Very High	High	TOTAL HIGH	Mod- erate	Low	Very Low	Not Sure
The freeways in your area	15%	42%	57%	31%	8%	2%	2%
The main streets and roads in your area	10	35	45	45	8	1	1
The transit service in your area	10	33	43	30	11	4	12
The bicycle and pedestrian facilities in your area	6	19	25	42	24	5	4

~~~~~

When the spending priority readings are examined by region, the following patterns emerge:

FREEWAYS – high Southeast Valley  
– low West Valley

MAIN STREETS/ROADS – high West Valley

TRANSIT – low northeast and West Valley

BICYCLE/PEDESTRIAN – high Phoenix  
– low northeast and West Valley



TABLE 6: OVERALL TRANSPORTATION SPENDING PRIORITIES – DETAIL

|                                                    | <u>TOTAL HIGH</u> |                |                  |                  |                    |
|----------------------------------------------------|-------------------|----------------|------------------|------------------|--------------------|
|                                                    | <u>REGION</u>     |                |                  |                  |                    |
|                                                    | <u>TOTAL</u>      | <u>Phoenix</u> | <u>SE Valley</u> | <u>NE Valley</u> | <u>West Valley</u> |
| The freeways in your area                          | 57%               | 57%            | 62%              | 55%              | 47%                |
| The main streets and roads in your area            | 45                | 44             | 43               | 47               | 50                 |
| The transit service in your area                   | 43                | 44             | 47               | 35               | 36                 |
| The bicycle and pedestrian facilities in your area | 25                | 31             | 25               | 16               | 15                 |
| ~~~~~                                              |                   |                |                  |                  |                    |

Voters were next asked to indicate how much spending priority they felt each of 24 specific transportation improvements should receive. As may be seen on the following table, four of the 24 improvements tested receive very high or high spending priority readings from 60 percent of voters or more:

- Timing traffic lights to improve traffic flow (79%)
- Improving safety on streets and freeways (72%)
- Improving dial-a-ride transit service for the elderly and those with special needs (65%)
- Adding more left turn arrows on main streets and roads (62%)

A second tier of five improvements tested receive very high or high spending priority readings from a majority of voters or more:

- Adding more bus pull-outs on major streets (57%)
- Expanding bus service to more areas of the Valley (55%)
- Completing the high occupancy vehicle lanes on freeways (54%)
- Increasing the capacity on congested major streets by adding more lanes (52%)
- Expanding the frequency of bus service (52%)

A third tier of ten improvements tested receive very high or high readings from between 40 and 49 percent of voters:

- Adding more lanes on freeways (49%)
- Expanding express bus service (49%)
- Building more freeways in the outlying areas of the Valley (47%)
- Improving maintenance on freeways (47%)
- Expanding light rail service in the Valley (46%)
- Improving safety on buses and at transit stops (45%)

- Expanding the hours that buses operate (45%)
- Improving the pavement conditions on main streets and roads (45%)
- Reducing noise pollution along freeways (43%)
- Expanding car pool and van pool services (43%)

The remaining five improvements tested receive very high or high readings from less than four out of ten voters. Also note that three of these improvements receive low or very low readings from roughly one-third of voters or more:

- Building more freeways in your area (36% high/35% low)
- Building more park and ride lots for transit riders (35% high/19% low)
- Improving pedestrian facilities along streets (34% high/18% low)
- Adding bike lanes and paths (29% high/29% low)
- Improving landscaping on major streets (14% high/46% low)

**TABLE 7: SPECIFIC TRANSPORTATION  
SPENDING PRIORITIES**

"And, how much spending priority do you feel each of the following specific transportation improvements should receive – very high priority, high priority, moderate priority, low priority, or very low priority?"

|                                                                                    | Very High | High | TOTAL HIGH | Moderate | Low | Very Low | Not Sure |
|------------------------------------------------------------------------------------|-----------|------|------------|----------|-----|----------|----------|
| Timing traffic lights to improve traffic flow                                      | 36%       | 43%  | 79%        | 16%      | 3%  | 1%       | 1%       |
| Improving safety on streets and freeways                                           | 26        | 46   | 72         | 23       | 2   | *        | 3        |
| Improving dial-a-ride transit service for the elderly and those with special needs | 26        | 39   | 65         | 24       | 4   | 2        | 5        |
| Adding more left turn arrows on main streets and roads                             | 23        | 39   | 62         | 26       | 10  | 1        | 1        |
| Adding more bus pull-outs on major streets                                         | 19        | 38   | 57         | 28       | 8   | 3        | 4        |
| Expanding bus service to more areas of the Valley                                  | 17        | 38   | 55         | 25       | 11  | 2        | 7        |
| Completing the high occupancy vehicle lanes on freeways                            | 13        | 41   | 54         | 27       | 15  | 2        | 2        |
| Increasing the capacity on congested major streets by adding more lanes            | 15        | 37   | 52         | 33       | 12  | 2        | 1        |

(CONTINUED)

(CONT.) TABLE 7: SPECIFIC TRANSPORTATION  
SPENDING PRIORITIES

|                                                             | Very<br>High | High | TOTAL<br>HIGH | Mod-<br>erate | Low | Very<br>Low | Not<br>Sure |
|-------------------------------------------------------------|--------------|------|---------------|---------------|-----|-------------|-------------|
| Expanding the frequency of bus service                      | 12%          | 40%  | 52%           | 24%           | 12% | 2%          | 10%         |
| Adding more lanes on freeways                               | 15           | 34   | 49            | 31            | 16  | 2           | 2           |
| Expanding express bus service                               | 10           | 39   | 49            | 25            | 13  | 2           | 11          |
| Building more freeways in the outlying areas of the Valley  | 15           | 32   | 47            | 29            | 17  | 5           | 2           |
| Improving maintenance on freeways                           | 12           | 35   | 47            | 43            | 8   | 1           | 1           |
| Expanding light rail service in the Valley                  | 21           | 25   | 46            | 19            | 16  | 15          | 4           |
| Improve safety on buses and at transit stops                | 14           | 31   | 45            | 29            | 13  | 2           | 11          |
| Expanding the hours that buses operate                      | 13           | 32   | 45            | 29            | 12  | 3           | 11          |
| Improving the pavement conditions on main streets and roads | 10           | 35   | 45            | 44            | 8   | 2           | 1           |
| Reducing noise pollution along freeways                     | 13           | 30   | 43            | 37            | 14  | 3           | 3           |
| Expanding car pool and van pool services                    | 10           | 33   | 43            | 34            | 16  | 2           | 5           |
| Building more freeways in your area                         | 10           | 26   | 36            | 28            | 28  | 7           | 1           |
| Building more park and ride lots for transit riders         | 9            | 26   | 35            | 40            | 15  | 4           | 6           |
| Improving pedestrian facilities along streets               | 9            | 25   | 34            | 46            | 16  | 2           | 2           |
| Adding bike lanes and paths                                 | 7            | 22   | 29            | 40            | 23  | 6           | 2           |
| Improving landscaping on major streets                      | 3            | 11   | 14            | 40            | 39  | 7           | *           |

\* Indicates % less than .5

~~~~~

Listed below are the spending priorities within each geographic region of the Valley which receive very high or high readings of 50 percent or more:

- PHOENIX

Timing traffic lights to improve traffic flow	83%
Improving safety on streets and freeways	71
Adding more left turn arrows on main streets and roads	68
Adding more bus pull-outs on major streets	67
Improving dial-a-ride transit service for the elderly and those with special needs	66
Expanding bus service to more areas of the Valley	62
Increasing the capacity on congested major streets by adding more lanes	56
Completing the high occupancy vehicle lanes on freeways	54
Expanding the frequency of bus service	54
Improve safety on buses and at transit stops	54
Adding more lanes on freeways	51
Expanding express bus service	51
Improving maintenance on freeways	51

- SOUTHEAST VALLEY

Timing traffic lights to improve traffic flow	76%
Improving safety on streets and freeways	75
Improving dial-a-ride transit service for the elderly and those with special needs	65
Adding more bus pull-outs on major streets	61
Adding more left turn arrows on main streets and roads	56
Expanding bus service to more areas of the Valley	55
Completing the high occupancy vehicle lanes on freeways	54
Expanding the frequency of bus service	50

- NORTHEAST VALLEY

Timing traffic lights to improve traffic flow	77%
Improving safety on streets and freeways	76
Improving dial-a-ride transit service for the elderly and those with special needs	64
Adding more left turn arrows on main streets and roads	58

- WEST VALLEY

Timing traffic lights to improve traffic flow	78%
Improving safety on streets and freeways	66
Improving dial-a-ride transit service for the elderly and those with special needs	61
Adding more left turn arrows on main streets and roads	59
Completing the high occupancy vehicle lanes on freeways	54
Expanding the frequency of bus service	54
Expanding express bus service	53
Expanding the hours that buses operate	51
Expanding bus service to more areas of the Valley	50
Expanding light rail service in the Valley	50
Expanding car pool and van pool services	50

TABLE 8: SPECIFIC TRANSPORTATION
SPENDING PRIORITIES BY REGION

	<u>% VERY HIGH/HIGH</u>				
	<u>TOTAL</u>	<u>REGION</u>			
		<u>Phoenix</u>	<u>SE Valley</u>	<u>NE Valley</u>	<u>West Valley</u>
Timing traffic lights to improve traffic flow	79%	83%	76%	77%	78%
Improving safety on streets and freeways	72	71	75	76	66
Improving dial-a-ride transit service for the elderly and those with special needs	65	66	65	64	61
Adding more left turn arrows on main streets and roads	62	68	56	58	59
Adding more bus pull-outs on major streets	57	67	61	40	41
Expanding bus service to more areas of the Valley	55	62	55	40	50
Completing the high occupancy vehicle lanes on freeways	54	54	54	46	54

(CONTINUED)

(CONT.) TABLE 8: SPECIFIC TRANSPORTATION
SPENDING PRIORITIES BY REGION

	<u>% VERY HIGH/HIGH</u>				
	<u>REGION</u>				
	<u>TOTAL</u>	<u>Phoenix</u>	<u>SE Valley</u>	<u>NE Valley</u>	<u>West Valley</u>
Increasing the capacity on congested major streets by adding more lanes	52%	56%	49%	48%	49%
Expanding the frequency of bus service	52	54	50	43	54
Adding more lanes on freeways	49	51	49	46	49
Expanding express bus service	49	51	47	33	53
Building more freeways in the outlying areas of the Valley	47	48	49	42	45
Improving maintenance on freeways	47	51	48	41	42
Expanding light rail service in the Valley	46	44	47	39	50
Improve safety on buses and at transit stops	45	54	40	28	42
Expanding the hours that buses operate	45	46	44	31	51
Improving the pavement conditions on main streets and roads	45	49	40	49	45
Reducing noise pollution along freeways	43	39	44	43	47
Expanding car pool and van pool services	43	41	45	30	50
Building more freeways in your area	36	36	37	29	35
Building more park and ride lots for transit riders	35	39	37	15	35
Improving pedestrian facilities along streets	34	37	39	22	27
Adding bike lanes and paths	29	32	28	21	30
Improving landscaping on major streets	14	18	12	10	14

* Indicates % less than .5

~~~~~

Next, in a related question, voters were asked to indicate how they would distribute \$100 in tax dollars between four primary transportation improvements – freeways, bus service, light rail transit and street and road improvements. This line of inquiry reveals that voters are balanced in their distribution with \$32 going to freeways, \$25 street and road improvements, \$22 to bus improvements, and \$21 to light rail transit. This relative distribution is quite consistent across each region of the Valley.

TABLE 9: ALLOCATION OF TRANSPORTATION TAX MONEY

"For my next question, let's pretend that it was your job to determine how to distribute our tax dollars on transportation improvements. If you had a total of 100 dollars of our tax money to distribute, and you had to spend the full amount, how would you distribute it between the following four areas: freeways – bus service – light rail transit – and street and road improvements?"

|                              | REGION    |           |           |           |             |
|------------------------------|-----------|-----------|-----------|-----------|-------------|
|                              | TOTAL     | Phoenix   | SE Valley | NE Valley | West Valley |
| Freeways                     | \$32      | \$30      | \$34      | \$31      | \$32        |
| Street and road improvements | 25        | 26        | 24        | 27        | 26          |
| Bus service improvements     | 22        | 23        | 22        | 20        | 21          |
| Light rail transit           | <u>21</u> | <u>21</u> | <u>20</u> | <u>22</u> | <u>21</u>   |
|                              | \$100     | \$100     | \$100     | \$100     | \$100       |

~~~~~

AVAILABILITY OF FUTURE TRANSPORTATION FUNDS

By nearly a three-to-one margin (63% vs. 22%), Valley voters believe there is not enough funding available to cover needed Maricopa County transportation improvements over the next 20 years. More specifically, 37 percent of voters believe there is probably not enough funding while 26 percent believe there is definitely not enough. This attitude is consistent across each region of the Valley.

TABLE 10: AVAILABILITY OF FUTURE TRANSPORTATION FUNDS

"Next, as far as you know, is there definitely, probably, probably not, or definitely not enough funding available to cover needed transportation improvements in Maricopa County over the next 20 years?"

	TOTAL	REGION			
		Phoenix	SE Valley	NE Valley	West Valley
IS ENOUGH	22%	20%	26%	18%	19%
Definitely	7	7	7	8	7
Probably	15	13	19	10	12
IS <u>NOT</u> ENOUGH	63	66	60	60	62
Probably not	37	38	37	33	39
Definitely not	26	29	23	27	23
Not Sure	<u>15</u>	<u>13</u>	<u>14</u>	<u>22</u>	<u>19</u>
	100%	100%	100%	100%	100%
~~~~~					



## SUPPORT FOR ALTERNATING FUNDING OPTIONS

When voters are asked if they would support each of seven financing options to raise new transportation funds, their answer, in nearly all cases, is a resounding "no." Thus, as may be seen in Table 11, a majority of voters indicate they would reject options ranging from increasing vehicle registration fees (74% oppose) to increasing the sales tax (53% oppose). Only one of the options tested, increasing developer fees, receives majority support from voters (70%). The readings are relatively consistent across regions of the Valley.

**TABLE 11: SUPPORT FOR ALTERNATIVE  
FUNDING OPTIONS**

"Next, let's assume for a moment that significant new funding was needed to improve the transportation system in Maricopa County? Would you strongly support, support, oppose or strongly oppose each of the following financing options to raise these funds?"

	Strongly Support	Support	Oppose	Strongly Oppose	TOTAL OPPOSE	Not Sure
Increase vehicle reg- istration fees	2%	23%	46%	28%	74%	1%
Increase property taxes	2	23	50	23	73	2
Take money from other public programs	3	18	51	19	70	9
Begin charging tolls on some highways	5	27	41	24	65	3
Increase the gasoline tax	7	35	41	15	56	2
Increase the sales tax	6	38	40	13	53	3
Increase developer fees	23	47	19	5	24	6

(CONTINUED)

(CONT.) TABLE 11: SUPPORT FOR ALTERNATIVE  
FUNDING OPTIONS

TOTAL OPPOSE

	<u>REGION</u>				
	<u>TOTAL</u>	<u>Phoenix</u>	<u>SE Valley</u>	<u>NE Valley</u>	<u>West Valley</u>
Increase vehicle registration fees	74%	72%	75%	73%	74%
Increase property taxes	73	70	75	79	75
Take money from other public programs	70	66	73	78	66
Begin charging tolls on some highways	65	64	68	66	62
Increase the gasoline tax	56	53	53	55	66
Increase the sales tax	53	48	55	55	59
Increase developer fees	24	21	22	29	33
~~~~~					

AWARENESS OF PROPOSITION 300's EXPIRATION

Nearly three out of four voters (73%) are unaware that the 20-year, one-half cent sales tax passed under Proposition 300 in 1985 is set to expire in 2005. This level of unawareness is found within all regions of the Valley and reaches 84 percent among voters who have lived in the county under 15 years.

TABLE 12: AWARENESS OF PROPOSITION 300's EXPIRATION

"In 1985, area voters passed Proposition 300, a 20-year, one-half cent sales tax increase to improve the transportation system in Maricopa County. Were you aware or unaware that this tax would expire in 2005 before I mentioned it just now?"

	Aware	Unaware
<u>TOTAL</u>	27%	73%
<u>REGION</u>		
Phoenix	31	69
SE Valley	27	73
NE Valley	25	75
West Valley	22	78
<u>YEARS IN COUNTY</u>		
Under 15	16	84
15 or over	33	67

~~~~~

In a followup question, voters aware that the transportation sales tax is set to expire in 2005 were asked to indicate how much impact they felt the Proposition 300 funds had on improving the transportation system in the county. As the following table indicates, 60 percent of voters believe the funds had a major positive impact while 27 percent believe they had a minor impact. In comparison, only eight percent of voters believe the funds had no impact on improving the region's transportation system. Voters in the Southeast Valley feel the funds have had the most positive impact (70% major) while those in the West Valley feel the funds have had the least positive impact (47% major).

TABLE 13: IMPACT OF PROPOSITION 300

"From what you have read, seen or heard, would you say the funds provided from Proposition 300 have had a major impact, a minor impact or no impact on improving the transportation system in Maricopa County?"

(AMONG THOSE AWARE OF PROP 300)

|               | <u>Major</u> | <u>Minor</u> | <u>No<br/>Impact</u> | <u>Not<br/>Sure</u> |
|---------------|--------------|--------------|----------------------|---------------------|
| <u>TOTAL</u>  | 60%          | 27%          | 8%                   | 5%                  |
| <u>REGION</u> |              |              |                      |                     |
| Phoenix       | 57           | 31           | 7                    | 5                   |
| SE Valley     | 70           | 18           | 6                    | 6                   |
| NE Valley     | 64           | 23           | 9                    | 4                   |
| West Valley   | 47           | 38           | 11                   | 4                   |

~~~~~

TEST VOTE ON TAX EXTENSION

Voters were asked if they would support or oppose extending the current one-half cent transportation sales tax with one-half of the sample asked about a 20-year extension and one-half a 25-year extension. Here we find that better than three out of four voters support either a 20-year (78%) or a 25-year (79%) extension with 17 percent of voters opposing either option. While overall support for either option is nearly identical, note that strong support (definite yes) for the 20-year option is somewhat higher than for the 25-year option (43% vs. 38%).

The data also reveals that support for each option does not drop below 70 percent within any region of the Valley or among any key demographic subgroups. Those subgroups which reveal the highest net support for each option are as follows:

<u>20-YEAR EXTENSION</u>		<u>25-YEAR EXTENSION</u>	
Under \$25,000	+ 72%	Democrats	+ 72%
West Valley	+ 69	Phoenix	+ 70
65 or older	+ 69	Under 35	+ 70
Phoenix	+ 67	\$25,000 or over	+ 70-78
Females	+ 66	Females	+ 69
Democrats	+ 66	50 to 64	+ 65
High efficacy voters	+ 65		
\$25,000 to \$49,999	+ 65		

TABLE 14: TEST VOTE ON EXTENSION

"In early 2004, Maricopa County voters may be asked to vote on a proposition to extend the current 20-year, one-half cent transportation sales tax for an additional **20 years**. If you were voting today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this proposition?"

	REGION				
	TOTAL	Phoenix	SE Valley	NE Valley	West Valley
TOTAL YES	78%	82%	74%	73%	82%
Definitely yes	43	50	37	35	46
Probably yes	35	32	37	38	36
TOTAL NO	17	15	20	19	13
Probably no	10	7	13	13	8
Definitely no	7	8	7	6	5
Not Sure	<u>5</u>	<u>3</u>	<u>6</u>	<u>8</u>	<u>5</u>
	100%	100%	100%	100%	100%
NET YES¹	+ 61	+ 67	+ 54	+ 54	+ 69

(CONTINUED)

(CONT) TABLE 14: TEST VOTE ON EXTENSION

"In early 2004, Maricopa County voters may be asked to vote on a proposition to extend the current 20-year, one-half cent transportation sales tax for an additional **25 years**. If you were voting today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this proposition?"

	REGION				
	TOTAL	Phoenix	SE Valley	NE Valley	West Valley
TOTAL YES	79%	83%	78%	76%	76%
Definitely yes	38	39	37	48	36
Probably yes	41	44	41	28	40
TOTAL NO	17	13	18	18	20
Probably no	10	7	12	10	10
Definitely no	7	6	6	8	10
Not Sure	<u>4</u> 100%	<u>4</u> 100%	<u>4</u> 100%	<u>6</u> 100%	<u>4</u> 100%
NET YES¹	+ 62	+ 70	+ 60	+ 58	+ 56

¹Yes minus no

~~~~~

TABLE 15: TEST VOTE ON EXTENSION – DETAIL

|                      | <u>20 YEAR</u> |           |                    | <u>25 YEAR</u> |           |                    |
|----------------------|----------------|-----------|--------------------|----------------|-----------|--------------------|
|                      | <u>Yes</u>     | <u>No</u> | <u>Net<br/>Yes</u> | <u>Yes</u>     | <u>No</u> | <u>Net<br/>Yes</u> |
| <u>TOTAL</u>         | 78%            | 17%       | 61%                | 79%            | 17%       | 62%                |
| <u>PARTY</u>         |                |           |                    |                |           |                    |
| Republican           | 77             | 18        | 59                 | 78             | 18        | 60                 |
| Democrat             | 81             | 15        | 66                 | 83             | 11        | 72                 |
| Other                | 78             | 16        | 62                 | 74             | 23        | 51                 |
| <u>HIGH EFFICACY</u> | 80             | 15        | 65                 | 79             | 17        | 62                 |
| <u>GENDER</u>        |                |           |                    |                |           |                    |
| Male                 | 76             | 19        | 57                 | 76             | 20        | 56                 |
| Female               | 80             | 14        | 66                 | 82             | 13        | 69                 |
| <u>AGE</u>           |                |           |                    |                |           |                    |
| Under 35             | 73             | 21        | 52                 | 84             | 14        | 70                 |
| 35 to 49             | 80             | 16        | 64                 | 79             | 16        | 63                 |
| 50 to 64             | 76             | 20        | 56                 | 80             | 15        | 65                 |
| 65 or over           | 81             | 12        | 69                 | 78             | 18        | 60                 |
| <u>INCOME</u>        |                |           |                    |                |           |                    |
| Under \$25,000       | 83             | 11        | 72                 | 59             | 34        | 25                 |
| \$25,000 to \$49,999 | 81             | 16        | 65                 | 87             | 9         | 78                 |
| \$50,000 to \$74,999 | 79             | 17        | 62                 | 86             | 12        | 74                 |
| \$75,000 or over     | 79             | 18        | 61                 | 84             | 14        | 70                 |
| ~~~~~                |                |           |                    |                |           |                    |

The primary reasons voters give for opposing the tax extension are beliefs that the current tax has not been effective (36%) or that they oppose any new taxes (34%). Voters in the West Valley (48%) and Phoenix (40%) reveal particularly strong feelings about the current tax not being used effectively.

TABLE 16: REASONS FOR OPPOSING TAX EXTENSION

"Why do you oppose the extension of the transportation sales tax?"

|                                                                     | REGION |         |           |           |             |
|---------------------------------------------------------------------|--------|---------|-----------|-----------|-------------|
|                                                                     | TOTAL  | Phoenix | SE Valley | NE Valley | West Valley |
| Not using money properly, haven't seen enough improvement in system | 36%    | 40%     | 28%       | 31%       | 48%         |
| No new taxes, oppose all tax increases                              | 34     | 33      | 39        | 14        | 37          |
| Poor management of funds, no accountability                         | 7      | 8       | 4         | 5         | 10          |
| Improvements already done, no need                                  | 5      | 0       | 8         | 10        | 6           |
| Anti-light rail, bad idea                                           | 4      | 0       | 9         | 5         | 2           |
| Other needs more important                                          | 4      | 5       | 4         | 5         | 0           |
| 20/25 years too long                                                | 4      | 2       | 7         | 8         | 0           |
| Tax was supposed to be temporary – should end                       | 2      | 7       | 0         | 0         | 0           |
| Miscellaneous                                                       | 5      | 7       | 3         | 11        | 2           |
| Not sure                                                            | 6      | 2       | 8         | 14        | 2           |
| (BASE)                                                              | (167)  | (56)    | (61)      | (18)      | (32)        |
| ~~~~~                                                               |        |         |           |           |             |



## REACTION TO "RETURN TO SENDER" CONCEPT

After voters had indicated their support or opposition to an extension of the transportation tax, they were probed on their reaction to the return-to-sender concept whereby a portion of any funds raised would be allocated directly to participating cities based on population. To facilitate this line of inquiry, one-half of the sample was asked if they favored or opposed using one-half of the funds for regional priorities and one-half for local priorities, while the other one-half of the sample was asked if they favored or opposed using all of the funds for regional priorities.

As the following table reveals, the 50%/50% regional/local distribution option receives greater support from voters than the 100 percent regional distribution option – 46 percent net favor versus 22 percent net favor – with the strongest support for each option coming from the following subgroups:

| <u>50% REGIONAL/<br/>50% LOCAL</u> |       | <u>100% REGIONAL</u> |       |
|------------------------------------|-------|----------------------|-------|
| Under \$25,000                     | + 65% | Northwest            | + 40% |
| Female                             | + 58  | 65 or over           | + 31  |
| Democrat                           | + 55  | \$75,000 or over     | + 30  |
| 35 to 49                           | + 55  | Males                | + 29  |
| Southeast                          | + 52  |                      |       |

**TABLE 17: RETURN TO SENDER**

"If the sales tax is extended, some believe the funding plan should be based on regional priorities, while others believe that half of the funding should be allocated directly to cities, based on population, for their local transportation priorities. Would you strongly favor, favor, oppose or strongly oppose a **funding plan that used half of the money for regional transportation priorities and half of the money for local transportation priorities?**"

|                              | <u>REGION</u> |                |                  |                  |                    |
|------------------------------|---------------|----------------|------------------|------------------|--------------------|
|                              | <u>TOTAL</u>  | <u>Phoenix</u> | <u>SE Valley</u> | <u>NE Valley</u> | <u>West Valley</u> |
| <b>TOTAL FAVOR</b>           | <b>69%</b>    | <b>70%</b>     | <b>73%</b>       | <b>61%</b>       | <b>66%</b>         |
| Strong favor                 | 16            | 14             | 19               | 9                | 20                 |
| Favor                        | 53            | 56             | 54               | 52               | 46                 |
| <b>TOTAL OPPOSE</b>          | <b>23</b>     | <b>22</b>      | <b>21</b>        | <b>30</b>        | <b>24</b>          |
| Oppose                       | 17            | 18             | 13               | 18               | 21                 |
| Strongly oppose              | 6             | 4              | 8                | 12               | 3                  |
| Not Sure                     | <u>8</u>      | <u>8</u>       | <u>6</u>         | <u>9</u>         | <u>10</u>          |
|                              | 100%          | 100%           | 100%             | 100%             | 100%               |
| <b>NET FAVOR<sup>1</sup></b> | <b>+46</b>    | <b>+48</b>     | <b>+52</b>       | <b>+31</b>       | <b>+42</b>         |

(CONTINUED)

(CONT) TABLE 17: RETURN TO SENDER

"If the sales tax is extended, some believe the funding plan should be based on regional priorities, while others believe that half of the funding should be allocated directly to cities, based on population, for their local transportation priorities. Would you strongly favor, favor, oppose or strongly oppose a **funding plan that used all of the money for regional transportation priorities?**"

|                              | REGION     |            |            |            |             |
|------------------------------|------------|------------|------------|------------|-------------|
|                              | TOTAL      | Phoenix    | SE Valley  | NE Valley  | West Valley |
| <b>TOTAL FAVOR</b>           | <b>56%</b> | <b>52%</b> | <b>59%</b> | <b>63%</b> | <b>58%</b>  |
| Strong favor                 | 15         | 14         | 13         | 25         | 17          |
| Favor                        | 41         | 38         | 46         | 38         | 41          |
| <b>TOTAL OPPOSE</b>          | <b>34</b>  | <b>38</b>  | <b>32</b>  | <b>23</b>  | <b>30</b>   |
| Oppose                       | 29         | 34         | 26         | 19         | 24          |
| Strongly oppose              | 5          | 4          | 6          | 4          | 6           |
| Not Sure                     | <u>10</u>  | <u>10</u>  | <u>9</u>   | <u>14</u>  | <u>12</u>   |
|                              | 100%       | 100%       | 100%       | 100%       | 100%        |
| <b>NET FAVOR<sup>1</sup></b> | <b>+22</b> | <b>+14</b> | <b>+27</b> | <b>+40</b> | <b>+28</b>  |

<sup>1</sup>Favor minus oppose

~~~~~

TABLE 18: RETURN TO SENDER - DETAIL

	<u>50% REGIONAL/50% LOCAL</u>			<u>100% REGIONAL</u>		
	<u>Favor</u>	<u>Oppose</u>	<u>Net Favor</u>	<u>Favor</u>	<u>Oppose</u>	<u>Net Favor</u>
<u>TOTAL</u>	69%	23%	46%	56%	34%	22%
<u>PARTY</u>						
Republican	67	23	44	57	32	25
Democrat	74	19	55	57	33	24
Other	67	27	40	51	41	10
<u>HIGH EFFICACY</u>	67	24	43	59	31	28
<u>GENDER</u>						
Male	65	27	38	60	31	29
Female	75	17	58	52	36	16
<u>AGE</u>						
Under 35	76	24	52	42	49	- 7
35 to 49	74	19	55	58	33	25
50 to 64	65	24	41	59	31	28
65 or over	66	23	43	60	29	31
<u>INCOME</u>						
Under \$25,000	79	14	65	52	30	22
\$25,000 to \$49,999	72	23	49	58	36	22
\$50,000 to \$74,999	75	18	57	56	32	24
\$75,000 or over	67	25	42	61	31	30
~~~~~						

## REACTION TO SUPPORT ARGUMENT

Voters were asked to indicate if they would be more likely to vote for or more likely to vote against the transportation sales tax extension given a variety of factual information. This line of inquiry reveals that while each of the 14 arguments tested attracts increased support for the tax extension, five of the arguments generate **net more** support (% more likely for minus % more likely against) readings from approximately six out of ten voters or more:

- The Arizona Auditor General would audit the funds spent on transportation to make sure they were being used for what was intended (70% net more).
- Improving the transportation system will improve the response time of emergency vehicles such as ambulances, paramedics and fire trucks (66%).
- There would be no increase in the existing sales tax rate (64%).
- Funds would be dedicated to both major highways and freeways and to improving city streets (62%).
- There will be a citizen oversight committee to monitor use of the funds (59%).

A second tier of five arguments generates net more readings from a majority of voters:

- The tax is simply a continuation of a tax that already exists (56%).
- The tax is simply an extension of a tax that already exists (54%).
- Travel on Valley roads and freeways is projected to double in 30 years (53%).
- The plan for area transportation improvements is being developed by a 25-member committee comprised of representatives from all segments of the community and will only be developed after a great deal of public input (53%).
- Maricopa County will experience a shortfall in transportation revenues of \$9 billion over the next 20 years if the tax is not extended (51%).

Each of the remaining four arguments tested receive net more ratings from less than a majority of voters and "against" readings from over one out of five voters.

**TABLE 19: REACTION TO SUPPORT ARGUMENTS**

"And would you be more likely to vote for or more likely to vote against  
a sales tax extension for transportation improvements if you knew. . . ?"

	For	Against	Not Sure	NET MORE FOR ¹
The Arizona Auditor General would audit the funds spent on transportation to make sure they were being used for what was intended	83%	13%	4%	70%
Improving the transportation system will improve the response time of emergency vehicles such as ambulances, paramedics and fire trucks	81	15	4	66
There would be no increase in the existing sales tax rate	78	14	8	64
Funds would be dedicated to both major highways and freeways and to improving city streets	79	17	4	62
There will be a citizen oversight committee to <u>monitor use of the funds</u>	<u>77</u>	<u>18</u>	<u>5</u>	<u>59</u>
The tax is simply a continuation of a tax that already exists	76	20	4	56
The tax is simply an extension of a tax that already exists	74	20	6	54
Travel on Valley roads and freeways is projected to double in 30 years	73	20	7	53
The plan for area transportation improvements is being developed by a 25-member committee comprised of representatives from all segments of the community and will only be developed after a great deal of public input	74	21	5	53
Maricopa County will experience a shortfall in transportation revenues of \$9 billion over the <u>next 20 years if the tax is not extended</u>	<u>71</u>	<u>20</u>	<u>9</u>	<u>51</u>
Maricopa County's population is expected to double in the next 30 years	70	23	7	47
The measure would prohibit the use of the funds for purposes other than transportation	67	28	5	39
Funds would be dedicated for public transportation improvements such as buses and light rail	64	31	5	33
If the tax is not extended, there are no funds available for expansion or improvement of the existing transportation system	63	30	7	33

¹ % more likely for minus % more likely against

~~~~~

The five most compelling arguments (net more likely to vote for) within each region of the Valley are as follows:

- PHOENIX

| | |
|--|-----|
| Improving the transportation system will improve the response time of emergency vehicles such as ambulances, paramedics and fire trucks. | 72% |
| The Arizona Auditor General would audit the funds spent on transportation to make sure they were being used for what was intended. | 71 |
| There would be no increase in the existing sales tax rate. | 71 |
| Funds would be dedicated to both major highways and freeways and to improving city streets. | 63 |
| There will be a citizen oversight committee to monitor use of the funds. | 60 |

- SOUTHEAST VALLEY

| | |
|--|-----|
| The Arizona Auditor General would audit the funds spent on transportation to make sure they were being used for what was intended. | 68% |
| Improving the transportation system will improve the response time of emergency vehicles such as ambulances, paramedics and fire trucks. | 60 |
| Funds would be dedicated to both major highways and freeways and to improving city streets. | 57 |
| The tax is simply a continuation of a tax that already exists. | 58 |
| There would be no increase in the existing sales tax rate. | 57 |

- NORTHEAST VALLEY

| | |
|--|-----|
| There will be a citizen oversight committee to monitor use of the funds | 83% |
| There would be no increase in the existing sales tax rate. | 67 |
| Travel on Valley roads and freeways is projected to double in 30 years. | 66 |
| The Arizona Auditor General would audit the funds spent on transportation to make sure they were being used for what was intended. | 64 |
| The plan for area transportation improvements is being developed by a 25-member committee comprised of representatives from all segments of the community and will only be developed after a great deal of public input. | 63 |

- WEST VALLEY

| | |
|--|-----|
| The Arizona Auditor General would audit the funds spent on transportation to make sure they were being used for what was intended. | 73% |
| Funds would be dedicated to both major highways and freeways and to improving city streets. | 65 |
| Improving the transportation system will improve the response time of emergency vehicles such as ambulances, paramedics and fire trucks. | 63 |
| There would be no increase in the existing sales tax rate. | 60 |
| The plan for area transportation improvements is being developed by a 25-member committee comprised of representatives from all segments of the community and will only be developed after a great deal of public input. | 59 |

TABLE 20: REACTION TO SUPPORT ARGUMENTS BY REGION

NET MORE LIKELY TO VOTE FOR

| | REGION | | | | |
|---|--------|---------|-----------|-----------|-------------|
| | TOTAL | Phoenix | SE Valley | NE Valley | West Valley |
| The Arizona Auditor General would audit the funds spent on transportation to make sure they were being used for what was intended | 70% | 71% | 68% | 64% | 73% |
| Improving the transportation system will improve the response time of emergency vehicles such as ambulances, paramedics and fire trucks | 66 | 72 | 60 | 62 | 63 |
| There would be no increase in the existing sales tax rate | 64 | 71 | 57 | 67 | 60 |
| Funds would be dedicated to both major highways and freeways and to improving city streets | 62 | 63 | 58 | 62 | 65 |
| There will be a citizen oversight committee to monitor use of the funds | 59 | 60 | 50 | 83 | 57 |
| The tax is simply a continuation of a tax that already exists | 56 | 58 | 58 | 55 | 50 |
| The tax is simply an extension of a tax that already exists | 54 | 56 | 55 | 50 | 49 |
| Travel on Valley roads and freeways is projected to double in 30 years | 53 | 52 | 49 | 66 | 50 |
| The plan for area transportation improvements is being developed by a 25-member committee comprised of representatives from all segments of the community and will only be developed after a great deal of public input | 53 | 47 | 53 | 63 | 59 |
| Maricopa County will experience a shortfall in transportation revenues of \$9 billion over the next 20 years if the tax is not extended | 51 | 54 | 48 | 53 | 52 |
| Maricopa County's population is expected to double in the next 30 years | 47 | 45 | 50 | 48 | 44 |
| The measure would prohibit the use of the funds for purposes other than transportation | 39 | 40 | 33 | 48 | 45 |
| Funds would be dedicated for public transportation improvements such as buses and light rail | 33 | 34 | 33 | 34 | 35 |
| If the tax is not extended, there are no funds available for expansion or improvement of the existing transportation system | 33 | 27 | 38 | 23 | 42 |

~~~~~



## REACTION TO CONCEPT STATEMENT

Voters were asked to respond to a series of concept statements focusing on the Valley's transportation system. This line of questioning uncovered six underlying attitudes which better than seven out of ten voters hold:

- The ballot for the sales tax extension should spell out what voters will receive if they vote for the extension (88% agree).
- Congestion on Valley streets and freeways will only get worse if additional money is not spent (87%).
- Improving the Valley's transportation system is good for the economy (82%).
- Air pollution in the Valley will get worse without additional spending on transportation (78%).
- The Valley's streets and freeways will be less safe in the future without additional spending on transportation (76%).
- Extending the 1985 sales tax does not result in a new tax (70%).

Each of the remaining seven concept statements tested are agreed on by a majority of voters; however, unlike the six aforementioned concepts, each also generates disagreement from at least one-third of voters. All but one of these concepts asks voters to prioritize one transportation system improvement over another (i.e. transit vs. freeways, buses vs. light rail, streets vs. freeways, etc). This pattern of response tends to portray a voting public which sees a multi-modal approach as the correct approach for improving the Valley's transportation system.

TABLE 21: REACTION TO CONCEPT STATEMENTS

"As we've been talking with people, they make many comments. I'd like to read some of their comments and as I do, please just tell me if you tend to agree or disagree with each one."

	Agree	Disagree	Not Sure	NET AGREE ¹
Any ballot on extending the sales tax should contain a map indicating the improvements that will be included	88%	11%	1%	77%
Congestion will only get worse on Valley streets and freeways if we don't spend additional money on our transportation system	87	12	1	75
Improving the Valley's transportation system will help economic development and create new jobs	82	15	3	67
Air pollution will only get worse in the Valley if we don't spend additional money on our transportation system	78	19	3	59
Valley streets and freeways will be less safe in the future if we don't spend additional money on our transportation system	76	21	3	55
If the 1985, one-half cent sales tax is extended for another 20 years, it means residents will not be paying a new tax	70	26	4	44
There should be more emphasis on public transportation than on freeways over the next 20 years	60	36	4	24
Since residents of Maricopa County travel throughout the state, 5 percent of the transportation sales tax should be used to improve state highways outside Maricopa County	57	37	6	20
We should expand existing freeways rather than building new ones	52	41	7	11
Building the light rail system is more important in the long run than adding more buses	52	41	7	11
Street widening and improvements are more important than more buses	52	42	6	10
Expanding bus routes and the hours they run is more important than building the light rail system	51	41	8	10
Street improvements are more important than more freeways	51	42	7	9

¹% agree minus % disagree.

~~~~~

TABLE 22: REACTION TO CONCEPT STATEMENTS BY REGION

| | <u>NET AGREE (DISAGREE)</u> | | | | |
|--|-----------------------------|---------|-----------|-----------|-------------|
| | REGION | | | | |
| | TOTAL | Phoenix | SE Valley | NE Valley | West Valley |
| Any ballot on extending the sales tax should contain a map indicating the improvements that will be included | 77% | 76% | 79% | 64% | 80% |
| Congestion will only get worse on Valley streets and freeways if we don't spend additional money on our transportation system | 75 | 76 | 71 | 78 | 79 |
| Improving the Valley's transportation system will help economic development and create new jobs | 67 | 65 | 64 | 71 | 73 |
| Air pollution will only get worse in the Valley if we don't spend additional money on our transportation system | 59 | 59 | 59 | 59 | 58 |
| Valley streets and freeways will be less safe in the future if we don't spend additional money on our transportation system | 55 | 53 | 47 | 66 | 64 |
| If the 1985, one-half cent sales tax is extended for another 20 years, it means residents will not be paying a new tax | 44 | 42 | 43 | 54 | 44 |
| There should be more emphasis on public transportation than on freeways over the next 20 years | 24 | 30 | 25 | 27 | 9 |
| Since residents of Maricopa County travel throughout the state, 5 percent of the transportation sales tax should be used to improve state highways outside Maricopa County | 20 | 31 | 3 | 34 | 19 |
| We should expand existing freeways rather than building new ones | 11 | 18 | 12 | 18 | (5) |
| Building the light rail system is more important in the long run than adding more buses | 11 | 8 | 14 | 33 | (1) |
| Street widening and improvements are more important than more buses | 10 | 10 | 6 | 35 | 9 |
| Expanding bus routes and the hours they run is more important than building the light rail system | 10 | 9 | 14 | 6 | 11 |
| Street improvements are more important than more freeways | 9 | 10 | (3) | 25 | 15 |

~~~~~

## APPENDIX

### METHODOLOGY

The information contained in this study is based on in-depth telephone interviews conducted with 1,009 Maricopa County voters. A sample of this size was conducted because it allows for meaningful analysis by key demographic subgroups (region, gender, age, etc.). Voter selection on this project was accomplished utilizing Arizona voter files.

The questionnaire used in this study was designed by BRC in conjunction with the TPC (see appended questionnaire). The questionnaire was also translated into Spanish for use among Spanish-speaking residents who fell into the study sample.

This survey utilized a "split" sample methodology. Using this methodology, selected survey questions were designated core questions and asked of all survey respondents, while other survey questions were asked of only one-half of the survey respondents. This methodology is commonly used when the volume of information desired is particularly extensive and the number of interviews to be conducted is of adequate size to justify splitting. Questions 5, 10, 11, 14, 15, 16 and 17 were designated split questions for the purpose of this survey and asked of one-half of the study respondents.

All of the interviewing on this study was conducted between December 3 and 15, 2002. All of the interviewers who worked on this project were professional interviewers of the Center. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study, (b) sampling procedures, (c) administration of the questionnaire, and (d) other project-related factors. In addition, each interviewer completed a set of practice interviews to ensure that all procedures were understood and followed.

Interviewing on this study was conducted during an approximately equal cross-section of late afternoon, evening and weekend hours. This procedure was followed to ensure that all voters were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to six separate attempts -- on different days and during different times of day -- were made to contact each selected voter. Only after six unsuccessful attempts was a selected voter substituted in the sample. Using this methodology, the full sample was completed, and partially completed interviews were not be accepted, nor counted toward fulfillment of the total sample quotas.

All of the interviewing on this project was conducted at BRC's central location telephone facility located in Phoenix by means of Computer Assisted Telephone Interviewing (CATI). The Behavior Research Center uses the ACS-QUERY CATI system. The CATI system is a computer controlled interview that uses a tightly-integrated branching pattern to control cueing and display of contingent questions. This system allows for a more relaxed interview environment, while reducing the risks of coding error typically found with hard copy survey instruments. The system also performs internal consistency checks on survey variables and prompts interviewer staff to ask probe questions or clarify answers.

The CATI software maintains a record of call disposition. When a contact was established, the interviewer introduced her/himself and the study, select the appropriate household member,

and attempt to complete the interview with the designated voter. If the designated voter was not at home or if the call was at an inconvenient time, the interview was rescheduled.

One hundred percent of completed interviews were edited, and any containing errors of administration will be pulled, the respondent re-called, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness.

As the data collection segment of this study was undertaken, completed and validated interviews were turned over to BRC's in-house coding department. The coding department edited and coded the interviews. Upon completion of coding a series of validity and logic checks were run on the data to ensure it was "clean" and representative of the sample universe.

All surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for the survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study is approximately +/-3.2 percent when the sample is studied in total (i.e., all 1,009). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset.

<u>Sample Size</u>	<u>Approximate Sampling Error At A 95% Confidence Level (Plus/Minus Percentage Of Sampling Tolerance)</u>
1,000	3.2%
800	3.5
600	4.1
400	5.0
200	7.1